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Health Communication [for column: INTERNET RESOURCES]

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The interdisciplinary area of health communication has seen dramatic growth since the late 1980s as research continues to validate its important role in addressing complex and challenging public health problems worldwide [1]. Health communication covers all facets of communication in health care and health promotion activities to encourage changes in health behavior. Grounded in health communication theory and practice, health communication involves the design, implementation, and evaluation of diverse activities, from physician-patient interactions to public health campaigns. The following is a selected list of general health communication Websites at the international and national levels.

RESOURCES	URL AND DESCRIPTION NOTE: Only noncommercial Websites are linked.
Center for Communication Programs (CCP)	The CCP provides an extensive collection of health communication materials, including articles, books, book chapters, and posters. Some full text is available, with emphasis on CCP projects in less developed countries. The site was developed by Johns Hopkins University's Bloomberg School of Public Health in 1988.
Coalition for Health Communication (CHC)	The Online Resources section of CHC provides a compilation of resources designed for health communication practitioners, including a monthly compilation of Websites plus bibliographies and other professional documents. Some full text is available. The CHC is a collaborative project of professional organizations interested in the advancement of health communication practice and research, such as the American Public Health Association and the National Cancer Institute.
Health Communication Partnership (HCP)	This extensive collection of health communication resources includes a Research Tools Database, country-based program information, samples of posters, color photos, and other full-text materials. The HCP represents

	<p>an international partnership of the Johns Hopkins Center for Communication Programs, the Academy for Educational Development, Save the Children, and other organizations interested in improving health or promoting public health in less developed countries.</p>
<p>Health e Communication</p>	<p>Developed by the Health Communication Partnership (HCP) and the Communication Initiative, this site offers full-text access on specific health initiatives throughout the world. Resources are searchable and include case studies, planning models, research and evaluation documents, and lectures.</p>
<p>HealthComm Key</p>	<p>Originally conceived and created by the US Centers for Disease Control and Prevention (CDC), this database was overhauled by and is now kept up to date by Emory University's Center for Public Health Communication. It provides summaries from published peer-reviewed studies related to health communication. Summaries include key components of health communication research, such as theories used to inform the communication process, communication channels and media, and methods used to evaluate communication programs. Entering the site requires establishing a password, but registration is free.</p>
<p>Media/Materials Clearinghouse (MMC)</p>	<p>Another product of the HCP, the MMC is a searchable Website for international health communication materials that have been used to promote public health initiatives. Its goal is to share ideas, information, and samples (pamphlets, posters, video, radio, novelty items, flipcharts, cue cards, training materials, and electronic media) in several languages</p>
<p>National Prevention Information Network (NPIN): Campaigns and Initiatives: Health Communication Strategies</p>	<p>The Health Communication Strategies section of the CDC's NPIN provides a listing of resources for planning, conducting, and assessing health communication principles and techniques. Resources include sample programs, campaign development, risk communication, education entertainment, and health literacy. This Website also disseminates information and resources on education and prevention services and provides searchable databases, published materials, and research findings on selected diseases.</p>

1. National Cancer Institute. [Pink book-making health communication programs work](#). [Web document]. The Institute. [cited 26 Mar 2007].